GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:188
ANSWERED ON:18.02.2009
MEDIA UNITS EMPANELLED WITH DAVP
Mondal Shri Abu Ayes

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total number of newspapers and Audio-Visual Media Units empanelled with Directorate of Advertising and Visual Publicity (DAVP) up to the current financial year;

(b) the number of print and Audio Visual Media Units likely to be empanelled with DAVP during the year 2009-2010;

(c) whether the Newspapers of North-East, Jammu and Kashmir and border areas have applied for fresh empanelment during the year 2008; and

(d) if so, the details thereof and the action taken by the Government in this regard ?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (SHRI ANAND SHARMA)

(a): The number of newspapers and Audio-Visual Media Units empanelled with the Directorate of Advertising and Visual Publicity (DAVP) upto 11/02/09 of the current financial year,are as below :

(i) Print Media (Newspapers) : 4179

(ii) Audio Visual Media (other than Doordarshan & AIR):
TV Channels : 167

Radio Channels : 33

(b): The number of Print & Audio Visual Media likely to be empanelled with DAVP during the year 2009-10 is dependent upon the number of newspapers/audio visual media applying/qualifying for empanelment.The empanelment for the Print Media, is done by the Panel Advisory Committee twice a year i.e. in May and November.The applications for empanelment of Audio Visual Channels are invited in April and October,every year.

(c) & (d): Yes,Sir.The details are in the Annexure.